



**Nationwide
Better HealthSM**

On Your Side[®]

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Nationwide Better Health Adds New Clients, Increases Offerings and Expands Reach

Health and Productivity Company Positioned for Continued Growth

Columbus, Ohio — **Nationwide Better HealthSM**, a leading provider of health and productivity management solutions, announces multiple new business wins, along with new offerings and expanded capabilities.

“We’re proud of the significant accomplishments we’ve achieved by enhancing our offerings through two major health promotion acquisitions and demonstrating our promise of true integration to current and prospective customers,” said Holly Snyder, president of Nationwide Better Health. “The marketplace continues to demonstrate a need for new, integrated health and productivity solutions to reach individuals at different points along the health care continuum. Our ability to provide best-in-class solutions and better outcomes for our customers will continue to be the driving factors for our ongoing success.”

New Customers

Nationwide Better Health currently provides services for 250 customers reaching more than 3 million individuals. Corporate industry leaders such as Chevron and Newell Rubbermaid are just two of 26 new customers Nationwide Better Health has added to its robust customer roster since this January, including several companies who recently purchased Nationwide Better Health’s full suite of health and productivity products. This demonstrates the company’s commitment to provide employers with seamless coordination for better program results. Nationwide Better Health provides health promotion services, including health risk assessments and lifestyle health coaching, to Chevron’s 55,000 employees worldwide and provides Newell Rubbermaid’s U.S.-based employees with absence management, disability management and leave administration services.

Corporate America is increasingly moving towards health risk prevention programs to enhance employee health. According to the Centers for Disease Control, the medical care costs of those with chronic diseases account for more than 75 percent of the nation's health care costs. Most chronic diseases are preventable and can be avoided through smoking cessation, exercise, weight management and other positive lifestyle choices. This “total package” approach to managing health and productivity in the workplace is becoming increasingly prevalent, as 85 percent of large employers either have or plan to have a health and productivity management strategy in place over the next year¹.

Increased Growth

Earlier this year, Nationwide Better Health announced its acquisitions of two health promotion companies: WellCorp, Inc., and INTERxVENT^{USA} (INTERVENT). Nationwide Better Health has successfully integrated both companies’ products and services, including biometric screenings, health risk assessments and lifestyle health coaching, into its own health and wellness, and disease, disability, absence, medical and maternity offerings. Nationwide Better Health can now provide employers with best practice health management offerings and tools,

¹ “Employers Managing Health and Productivity: A Research Update” (Integrated Benefits Institute, 2006)

and employees with information based on their preferences for how they want to be reached, whether it's by phone, online, on paper or in person. The acquisitions also enhanced Nationwide Better Health's proprietary process for identifying employee health issues for earlier triage and intervention.

As a result of the acquisition of INTERVENT, Dr. Neil Gordon, founder of INTERVENT, now serves as Nationwide Better Health's chief medical and science officer. He is a board-certified physician and has devoted his career of more than 25 years to the prevention of cardiovascular disease and other chronic illnesses.

First Integrated Disease and Disability Offering

Nationwide Better Health's development of an integrated "high touch" disease and disability offering expands the number of individuals it continues to reach. Unlike traditional disease and disability management programs that operate in silos, Nationwide Better Health breaks down the barriers between these programs to offer the first integrated package. A key aspect of this offering is the ability of Nationwide Better Health to intervene at the disability claim intake process. The program identifies potential health, lifestyle and disease conditions and provides the best means to support behavior change by providing these individuals with the tools and information they need to return to work quicker and make better health decisions.

Nationwide Better Health also recently earned Full Disease Management Accreditation for its disease and maternity management offerings from URAC, an independent Washington, D.C.-based non-profit that establishes quality standards for the health care industry. This accreditation, a nationally-recognized symbol of excellence, underscores Nationwide Better Health's commitment to integrating and offering disease and maternity management with its other health management programs to lower employers' health care spend and create a healthier workforce.

New Product Offerings

Recently, Nationwide Better Health introduced two new programs: oncology management and obesity management. The company's oncology management program helps people undergoing cancer treatment better manage the side-effects of the treatment. Pain management therapy, fatigue solutions, medication compliance, emotional support and diet are the backbone of the program. The obesity management program is designed to help employees who meet the criteria for obesity or morbid obesity improve their current and long-term health. The 52-week program is designed to help individuals with severe weight concerns improve health and reduce risks for heart disease, and is focused on lifestyle and behavioral changes.

About Nationwide Better Health

Nationwide Better HealthSM, a subsidiary of Nationwide[®], is a leading provider of health and productivity management solutions aimed at lowering health care costs, increasing productivity and improving the quality of life for employers and their employees. Nationwide Better Health is the first company to truly integrate the best collection of health and productivity services available today, including health and wellness, and obesity, disease, disability, absence, medical and maternity management, while utilizing health assessments, work-site screenings, lifestyle health coaching services, online tools and customized communications and incentive management strategies to obtain best-in-class results for improving health and productivity in the workplace. The company's offerings work together and independently to address both sides of the cost equation: increased efficiency of health and productivity programs and better employee health and well-being to reduce health care-related costs. For more information, call 866.404.6924 or visit: www.nwbetterhealth.com.

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